

Senior Director, Growth Hormone Marketing

Do you want to be part of building a fully integrated biopharmaceutical company together with a team of highly skilled colleagues who are passionate about developing best-in-class therapeutics that address significant unmet medical needs? Then Ascendis Pharma is committed to support your personal development on our journey towards becoming a leading rare disease company.

Ascendis Pharma is looking to hire an experienced Senior Director, Growth Hormone Marketing to join our team. This is an exciting opportunity to join a rapidly growing, innovative company!

Position Summary

The Senior Director of Growth Hormone Marketing will report to the Vice President of Marketing. She/he will be responsible for the execution of the strategic and tactical activities associated with the promotion of Ascendis' first commercial product: TransCon hGH. This includes the development of long-range strategic plans as well as creation and roll out of product launch tactics. Duties will include but not be limited to the development of promotional materials, collaborating with the Promotional and Regulatory Compliance committee, and ensuring application of information from market research. Duties will also include liaising with other departments to ensure continuity of TransCon hGH promotion. The selected candidate will also be responsible for developing solutions to maximize product life cycle management as well as the day-to-day management of the product budget and advertising agencies. The Senior Director will establish appropriate procedures, systems, metrics and infrastructures to support marketing operations. She/he will possess strong leadership skills, an ability to set a vision, to lead change and collaborate across functional lines. She/he should also be adept at interacting with senior executives. Responsibilities include and are not limited to:

Key Responsibilities

- Establishing and communicating the long-term Commercial vision for TransCon hGH and exceeding brand revenue targets
- Assessing market landscape, anticipating opportunities and threats and planning accordingly
- Leading development and implementation of strategic and tactical TransCon hGH launch plans
- Leading, cross functionally with Legal, Medical, Clinical, Regulatory and Public Affairs leadership, to create compliant promotional content.
- Collaborating closely with *Sr. Director Device & Connected Health* to create cohesive promotion plan for TransCon hGH biologic and connected auto-injection device.
- Collaborating with Commercial Analytics to design and implement market research plans, brand key success metrics and on-going market landscape and message recall evaluations
- In conjunction with Legal, Regulatory and Medical, establish procedures, systems, metrics and infrastructures to compliantly develop brand content (e.g. establish PRC & PRC metrics)
- Partnering with other functional colleagues in Sales, Advocacy and Corporate Communications will be important to successful development and execution of brand plans
- Cultivating relationships with thought leaders, key customers and professional organizations



- Sets a positive example for others to follow, shares own expert knowledge, models standards of performance, offers guidance and develops junior Commercial team members
- Ensuring Marketing activities are in compliance with regulatory and legal requirements

Knowledge, Skills and Experience

- 10+ years healthcare Marketing experience including expertise creating marketing strategy, market research and promotional tactics, incorporating relevant FDA/OIG policies
- Experience with rare-disease therapeutics, device and healthcare software is preferred
- Experience guiding pharmaceutical or biologic NDA/BLA development required
- Proven track record of creating successful brand launch plans required
- Experience with FDA regulatory agencies (OPDP, CDRH) and policies and their impact on development of compliant promotional materials for both biologics and devices.
- Experience managing multiple agencies, developing and implementing product tactics
- Proven leadership, with well-developed cross-functional influencing and negotiating skills
- Excellent interpersonal skills with ability to lead, focus-teams, resolve conflict and drive consensus among individuals from a variety of cultures and disciplines
- Strategic capabilities with ability to conceive, develop and implement multidimensional promotional plans; inclusive of branded and unbranded, personal (Sales tools) and non-personal (web, print advertising) promotional plans
- Demonstrated excellence in project management and managing multiple projects/priorities
- Strong communication skills with experience presenting before executive staff
- Track record of successful budget creating and management with an understanding of revenue forecasting, resource planning (FTE, cross-functional support) and budget tracking
- Experience leading cross-functional teams or work groups as well as direct reports
- Sales/Sales leadership and/or Market Research/Commercial Analytics experience preferred
- Ability to travel up to 25% of the time, both domestic and international
- BA/BS degree required with an MBA or advanced scientific degree desired

Want to apply? Please send your resume to HumanResources@ascendispharma.com. Please write “Senior Director, Growth Hormone Marketing” in the subject field.